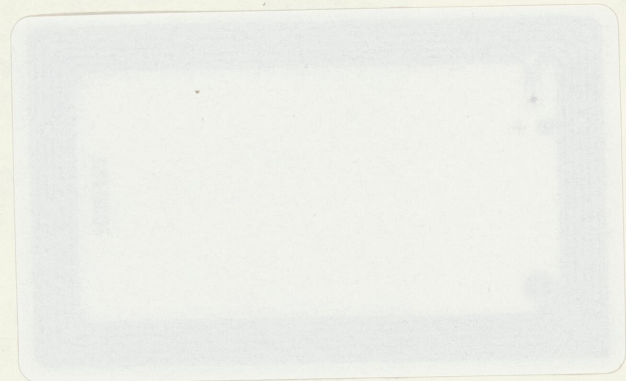


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Equipment Fair

by Ian Rabb

This year the Greater Chicagoland Optometric Exposition is being held at the Illinois College of Optometry on October 13 and 14, 1989. The Expo is the largest it has ever been. We have 29 companies displaying a wide range of optometric supplies. This is a great opportunity for new students who need to buy this equipment to learn about different products and choose what best suits them. It is also a good time for the 1990 graduates to look at the equipment they may be needing for private practice, and at a much more reasonable cost.

As students, it's also important for us to understand that this fair

directly benefits our Student Association. A substantial portion of the S.A.'s income is derived from our support in organizing and attending the equipment fair each year.

Some of the companies displaying their equipment this year are 5 of the major contact lens companies: Vistakon, Wesley-Jessen, Ciba Vision, Bausch and Lomb, and Coopervision. Within the next four years, most of us will be needing to work with one or more of these companies, and this is a great time to make some contacts (no pun intended). Also feel free to discuss your contact lens praises or problems with these reps.

On the weekend of October 13th, 14th and 15th the college will be hosting Reunion Weekend '89! The Office of Institutional Advancement urges students to participate in a weekend that allows them to become involved with ICO Alumni.

The events begin on Friday, October 13, at 8:30 a.m. with the Student/Alumni Donut Day breakfast. This year the Donut breakfast will be held in the Alumni Office to allow students and alumni to become familiar with the office itself and to meet the new staff.

It's Reunion '89

by Kirsten Lindstrom

The Equipment Fair is busy both Friday and Saturday (Friday 10:00 a.m. - 4:30 p.m. and Saturday 9:00 a.m. - 2:00 p.m.). The gym is filled to capacity with exhibitors that include major distributors displaying a variety of optometric equipment and supplies . . . and most importantly . . . your required equipment. The Expo is really the only chance to get your hands "on" the equipment before you buy, so be sure to participate.

Friday evening brings the (semi-formal) Student/Alumni reception in the courtyard. Yes, it

will be in October, and it may be a little bit cold, but just look for the (heated) Big Top tent! Everything will be provided by the ICO Alumni Office: beer, wine, soft drinks, popcorn . . . even nachos!

This is a wonderful chance to mingle with your fellow students as well as alumni. This yearly reception has become known for providing an excellent opportunity to make initial contacts with prospective associates/employers!

Overall, the entire Reunion '89 is a great chance to meet some alumni, mingle with friends and to simply enjoy yourself!

ICO ANNUAL BLOOD DRIVE NEEDS YOU...

...And Your Blood

by Cindy Wilson

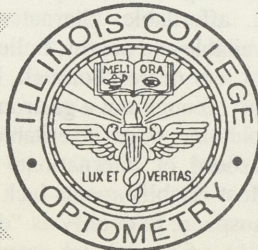
There has been an increasing need for blood donations for several years, but the shortage has now been labelled CRITICAL! Since this past August, Life-source, (a joint effort between Blood Center of Northern Illinois and the Blood Service Division of Chicago's American Red Cross) has made a desperate media appeal for donations of type O+, O-, B+, and B-, although all types are needed. This shortage of blood has become so desperate. Chicago area hospitals have been asked to postpone all elective surgeries where types O and B are required. They predict the shortage will last through October.

Chicago, even with its vast population, depends on imported blood to fill its insatiable need for millions of people, and there are just too few donors to meet that need. The fact that there is also a national shortage has caused a

depletion in the blood supply entering Chicago.

We, as optometrists and primary care practitioners, should be aware of this situation and do all we can to eradicate the problem. By entering this field, we have made an obligation to the health care of the community and should serve it to the best of our abilities.

ICO is sponsoring a blood drive on October 11 and all are needed to donate. If you know you can't donate, there are other areas in which your help is needed. There is also a pizza party for the class which donates the most blood and all who donate are entered into a raffle with some great prizes! Giving blood is simple, cheap, effective, not very time-consuming, and when compared to the benefits, should be (like GLC screening) mandatory for everyone capable. We really need your help.



Illinois College of Optometry

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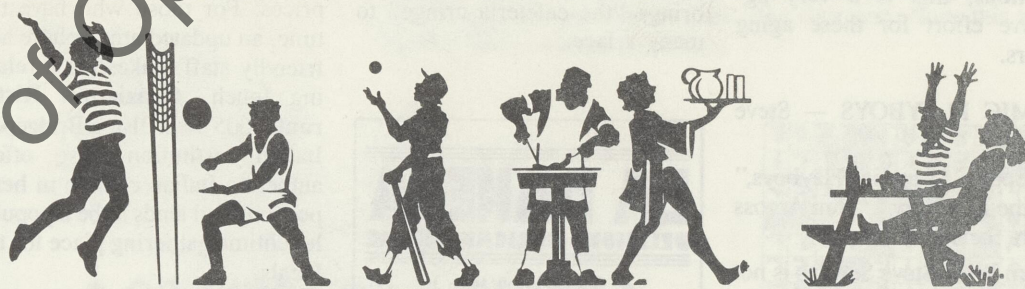
The Greater Chicagoland Optometric Expo

Where?

Illinois College of Optometry
3241 S. Michigan Ave.
Chicago, Illinois 60616

When?

October 13 & 14, 1989 - During the College's Reunion Weekend.



A Recap of the Fall Picnic

by Brendi Dani and Mary Beth Woehrle

It began on a sunny (finally) Saturday afternoon in September. The scenic Sundown Meadows was the site of a most successful fall picnic.

4th years, with no Monday quizzes were #1 in attendance. Faculty, with no Monday quizzes, #2 in attendance. 3rd and 1st years an approximately equal showing with 2nd years close to follow. But the bees outnumbered us all. We consumed 500 pieces of chicken, 200 ears of corn on the cob, 36 pounds of mostaccioli, 37 pounds of potato salad, 25 pounds of coleslaw,

lots of pickles, five Sara Lee brownie sheet cakes, and plenty of cold beverages.

This year we played volleyball, frisbee, football, and softball, which led to many aching bodies come Sunday morning. For all those out-of-shape future Doctors of America we're beginning to collect donations to hire a masseuse for the upcoming spring picnic.

If you unfortunately had to miss the fun, there are still more exciting Student Association funded parties to attend. Watch for further details.

R & R

Welcome to a new school year and for those of you who like a little rock in between classes or studying, this column's for you. I'll try to include some of the latest releases as well as some classic favorites. If you get a new album that really grabs you, I'd love to hear it. New album tapes can to to Box 387.

PUMP - Aerosmith

Hot Spots - "Love in an Elevator," "Janie's Got a Gun," "Young Lust"

Bottom Line - Bad boys from Boston are back!

The boys in Aerosmith have given up the bottle but they've got a new vice - sex. Steven Tyler comes up with some suggestive double-talk while overdosing on testosterone. Tyler's voice is as strong and raunchy as a decade ago. Joe Perry's guitar playing is raw and emotional, notably on "Love in an Elevator" and "Voodoo Medicine Man." The album starts out strong but loses momentum. "Dulcimer Stomp" is more like a Hungarian wedding dance while "Hoodoo" sounds like a Jim Morrison acid trip. These short pieces chop up the continuity of the album. Finally, the album ends with "What It Takes," a country song which doesn't match up with other rockers on this album. With a few exceptions, this is a very aggressive effort for these aging rockers.

ATOMIC PLAYBOYS - Steve Stevens

Hot Spots: "Atomic Playboys," "Pet the Hot Kitty," "Run Across Desert Sands"

Bottom Line: Steve Stevens is not just a lot of hair; there's a guitar player under there.

The former guitarist for Billy Idol is on his own and proving to be a player and not a poser. He shows his wide range of styles from the heavy metal "Atomic Playboys," rhythm and blues "Power of Suggestion," jazzy "Evening Eye," and an incredible flamenco-style instrumental, "Run Across Desert Sands." While Stevens shows his diversity, singer Perry McCarthy seems to be stuck in one key. It is a welcome change when Stevens takes over the vocals for "Woman of 1000 Years." Overall the musicianship is creative and the band tight, but it's just too diverse and doesn't flow smoothly from start to finish.

SOME OF LIFE'S LITTLE PLEASURES

Basic Bridgeport Dining "A Brady Alternative"

by Erik Brendtro

Once again, back in the daily routine at ICO, lunchtime rolls around and one finds oneself in a daily dilemma: should I stay or should I go? For those who live nearby, a trip home for lunch is a chance to get away and raid one's own refrigerator. I sympathize, though, for those upperclassmen and staff who now endure the even longer lines in the cafeteria this year, as they join the dorm residents (now required to participate in a meal plan) for another meal in our own Brady Bistro. The cafeteria, albeit a social experience and improving in quality in the past years, often lacks in the variety of foods that students and staff would like to see. The sight of another Quick-Chick and fries, the special of the day, or the same old salad bar brings "the cafeteria cringe" to many a face.

Though some may not realize it, affordable alternatives are available and nearby. Believe it or not, our nearest borough, Bridgeport, though not a gastronomical goldmine, offers a veritable smorgasbord of international flavor. Most establishments lack the atmosphere to qualify as "dining," but for a quick lunch getaway and a change of pace, grab a friend and check out the following alternatives:

Within walking distance, just across the Dan Ryan on 31st, J.J.'s offers the best short-order chef-broiled burgers Bridgeport can offer and the only authentic Italian ices. Driving further into the neighborhood, on 31st and Princeton, Franco's, previously Avanti, offers possibly the best home-cooked Italian meals at reasonable prices. For those who have the time, an updated atmosphere and friendly staff makes for a relaxing lunch. Graziano's Ristorante, 605 West 31st, a Bridgeport Italian institution, also offers authentic Italian cuisine in hefty portions and tends to be a popular lunchtime gathering place for the locals.

If it's Mexican you crave, look no further than Don Pancho's, 700 West 31st, the neighborhood's nearest Mexican cafe. Although the entrees are a little disappointing in size and flavor, one cannot go wrong with Don Pancho's burrito. Signs proclaiming this 10" creation as "Chicago's Biggest Burrito" could easily add "Bridgeport's Best." For variety and authenticity, Tacos Erendira, 744 West 35th, never disappoints. Catch a few last rays on their outdoor patio. For those who haven't discovered it yet, Bridgeport's only notable family restaurant, Stages, 657 West 31st, is a popular standby for many a hungry ICO student. The large menu, including many Greek specialties (try the jumbo gyro platter),

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reasonable prices, and always satisfying selections, are unbeatable in Bridgeport.

Although most famous for their huge Italian-style breaded steak sandwiches, I haven't found a better milkshake in Chicago than those served up at Ricobene's at 26th and Princeton. Venturing a bit farther north, our last stop on the quick lunch dash is a trip to Connie's at 2373 South Archer. They guarantee a 15-minute delivery on special soups, salads, and sandwiches. Completing the international possibilities, consider the Healthy Food Lithuanian Restaurant, 3236 South Halsted, or nearby Chinatown.

Though certainly not complete, the suggestions given are a good starting point for the beginning Bridgeport connoisseur. Bon appetit!

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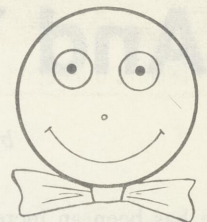
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Sports Vision Club

by Stacie Alarie

The Sports Vision Club is a relatively new club at ICO. Sports Vision Club, with the aid and support of Dr. Stephen Beckerman, performs vision screenings on area athletes as well as athletes from across the country. These screenings include full ocular health examinations as well as assessments of acuity, eye movement skills, depth perception, peripheral recognition, hand speed, eye-hand coordination, balance and speed recognition. Any difficulties found in these screenings are then referred to the proper area, be it a general exam for glasses, contacts, or sports vision enhancement.

Some of the screenings include the UIC hockey team, the Montreal Expos baseball team and the DePaul athletic department, including the basketball, volleyball,

tennis and rifle teams. The high point of the year has to be the trip for eight students to West Palm Beach, Florida to conduct the annual Expos screening. A great time was had last February in Florida!

The club also sponsors occasional social events. This year, these may include a UIC hockey game, a Blackhawks game, a Bulls game, and of course a Blindspot!

Help is always needed on screenings. The upcoming meetings will be announced in the weekly newsletter. The dues are only \$5.00 with an optional \$5.00 to the AOA Sports Vision Section.

Feel free to contact the Sports Vision officers if you have any questions: Stacey Alarie, Kent Kunkel, Jim Wachter, or Mary Flynn.



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MORE R & R

BIG DADDY — John Cougar Mellencamp

Hot Spots: "Martha Say," "Jackie Brown"

Bottom Line: Songs of life just outside a cornfield

John Mellencamp found his formula for success and doesn't deviate from it. This album is very easy to listen to and flows easily from one song to the next. His band/producer uses a concise layering of accordion, acoustic guitar, and violin to produce a soothing effect. John can create characters in a 4-minute song that you feel are real people. "Jackie Brown" and "Martha Say" deviate from the mold a bit with some "chicken pickin'" ala Albert Lee and Van Halen "Finish What Ya Started." What surprises me is that "Pop Singer" was his first single from this album when it deals with Mellencamp's contempt for the music business and his own fame.

STEEL WHEELS — Rolling Stones

Hot Spots: "Sad, Sad, Sad," "Rock and a Hard Place"

Bottom Line: Relics rock

As we approach the '90s, the Rolling Stones are still trying to reach the '80s. Granted, they're living legends, but their music is dated. While this may be a positive thing to you classic rockers, some of us prefer to live and grow. Keith Richards and Ron Wood are solid but extremely basic and almost mechanical. Mick Jagger somehow holds it all together and puts some excitement

back into the grooves. By far "Rock and a Hard Place" is the best song on the album with a catchy melody and driving beat while the Latino "Blinded by Love" leaves us grasping for the porcelain god. If you're a Stones fan, you should probably add this one to your collection. If you're not a Stoner by now, this album won't conform you.

BADLANDS — Badlands

Hot Spots: "Dreams in the Park," "Winter's Call," "Seasons"

Bottom Line: Turn the Volume to 10 and press PLAY!

The ex-guitarist from Ozzy Osborne has formed his own band and taken a big step away from the "Ultimate Sin." Everyone in the band is an admitted Zeppelin freak which comes out in their music. Although the roots are '70s, the style and phrasing are ready for the '90s. Unlike many sterile, overproduced albums, this one is played from the heart. Ray Gillen, ex-Black Sabbath singer, has a range far beyond many of his peers. Jake has further mastered the fretboard and is now playing with more fury and feeling. "Winter's Call" and "Devil's Stomp" start out with a mellow acoustic intro and soft vocals literally jump out at you. "Dreams in the Dark" is very reminiscent of Whitesnake's "Still of the Night." "Jade's Song" is an instrumental that is short and very pretty. Although the commercial success of this album is impossible to predict, I feel it is one of the strongest efforts this summer.

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\$ COOKIN' FOR DOLLARS \$

by Cynthia Jay

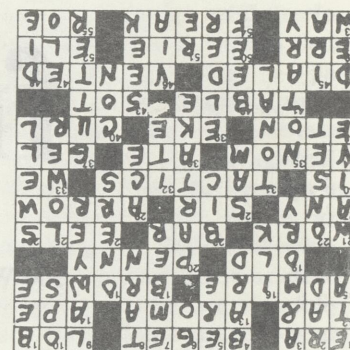
A beautiful Friday afternoon enticed many students and faculty members outside to enjoy the 3rd year's first Courtyard Blindspot. The Blindspot ran from 4:00 to 10:00 p.m. Irene Smolenski and Deb Barnett helped collect money and take food orders while chefs Denny Cosgrove, Erik Brendtro, Todd Brown, and Tim Ziegler kept the hamburgers and hot dogs "coming up" for all those who took advantage of the cookout for dinner.

Cheryl Carrier, Mary Flynn, and Lee Lai were successful in selling some 60 raffle tickets for five different prizes that were given away at the end of the night.

The Grand Prize was an Illinois College of Optometry golf shirt which was won by Deb Schaumburg (3rd year).

Tom Junk, George Takeda, Frank Inouye, and Dave Turtle kept the spirits running all the way up to the ten o'clock hour when the Blindspot came to an end. The 3rd year class wants to give a BIG THANKS to Dr. Trachimowitz (Dr. T.), who endured all six hours of the Blindspot. Thanks also goes to Chris Marquardt who did all the poster artwork.

Overall the first Blindspot of the 3rd year class was a success and a good time was had by all.



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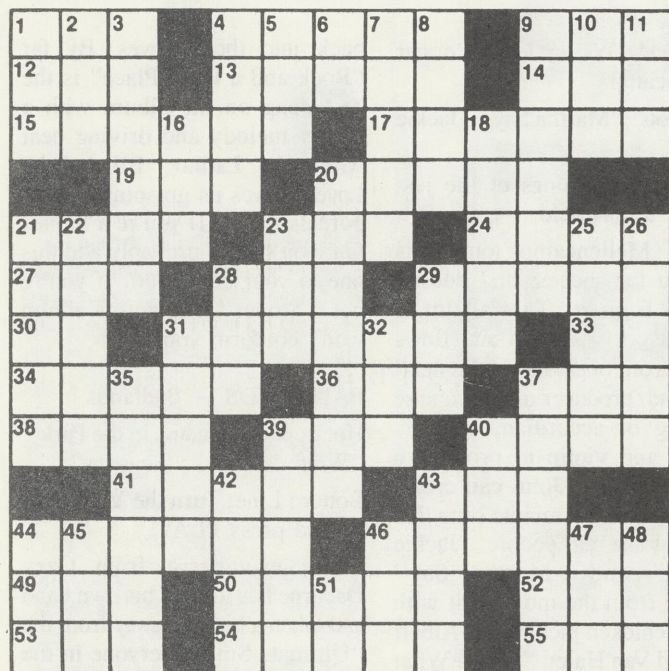
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ACROSS

1. Epoch
4. Sire
9. Tennis shot
12. Pave
13. Odor
14. Mock
15. Adore
17. Scan
19. Aged
20. Cent
21. Chore
23. Ban
24. Moray (pl.)
27. Some
28. Mister

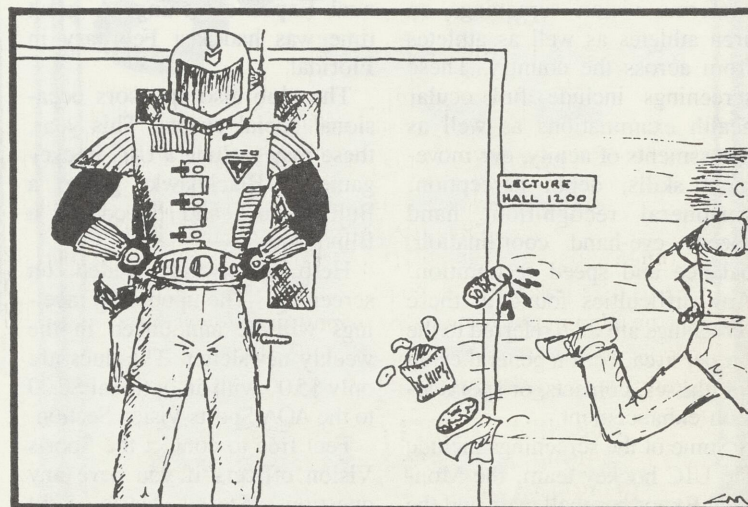
29. Pointed missile
30. Verb (form of be)
31. Plan (pl.)
33. Plural of I
34. Poison
36. Eat (p.t.)
37. Jelly
38. Coat
39. Squeeze
40. Twist
41. Desk
43. Drunk
44. Tune in (p.t.)
46. Alred
49. Mistake

50. Scary
52. Yale
53. Course
54. Oddity
55. Fish eggs

DOWN

1. 7th Letter, Greek Alphabet
2. Frightened (Early Eng.)
3. Military Depot
4. Poet
5. Before
6. Depart
7. Ash
8. Lake
9. Attorney
10. Ceres mother (Gr.)
11. Drone
16. Type, Sort
18. Burden
20. Indulge
21. Cede
22. Origin
23. Lighter
25. Cut back
26. Bloat
28. _____ Spade
29. High card
31. Relation between tones on scale
32. Inhabitant (suf.)
35. Certifier
37. Ditch
39. Senior
40. Trick
42. Squabble
43. Hunt
44. Morning Moisture
45. Ireland Military Organization (abbr.)
46. By way of
47. Rock Group
48. Decrease
51. Concerning

WATCH YOUR COOKIES



The Snack Police are on patrol

From the Editors

Hi and welcome to the first issue of *Focus*. This issue is composed mostly of informative articles and was put out to let you all know some important events happening at school this quarter. In the future we would like to add more creative writing, and to do that we will need your help. Any and all articles or ideas are welcome! Feel free to drop a note in any of our mailboxes, or speak with us directly. The next issue of *Focus* will be published in December, so take some time out to think of things your school newspaper needs.

Sincerely,
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THE FOCUS

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Number 1
Fall '89

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Can I Really Move My Eyewear Inventory?

by Lori Latwoski

Take a minute and think about your future office. If you're not limiting to just CL's, then a big part of your sales will be in the dispensary. What kind of frames will you carry? Will you be able to handle high-end inventory? And most importantly, will your patients BUY what you have to offer?

The following tips have been gathered from mostly personal experience (a lot of part-time work!). Hopefully you or your staff can put some of the information below to good use:

1. Get the patient's Rx right off the bat. This gives you the edge on choosing frames, options, etc. Also, this is crucial for any walk-ins you may encounter.
2. Show your best merchandise first. It's easier to make comparisons when you can use the "standard" for reference.
3. Sell the lenses to the patient before all else. This guarantees the sale regardless of any options or add-ons the patient may choose.

4. Always control the situation. You are the expert — YOU know the facts.

5. Look at a frame and describe it TWICE before the patient ever puts it on. For example, let's take a chic pair of sunglasses. "This flat black frame really accents the mirrored lenses...the look is very streamlined, etc." You put a positive image into the patient's mind before they decide "This is new...it's not my usual choice...I don't like it."

6. Never show more than five frames at any given time. The table gets cluttered and so does the patient's brain!

7. Narrow down the selection to two or three final choices and then let the patient choose. This way you will still have at least one frame sold and this enhances multiple frame sales.

8. Don't forget to show every patient sunwear. There's a healthy reason for each patient you see to have a pair of good quality sunglasses, so don't forget to encourage this.

9. Tell your patient that you are good at this! If you instill confidence into your patients, they will trust you and believe what you say has merit, and they won't think you are just out to make a buck at their expense.

10. Don't overwhelm the patient with too many options or add-ons. Suggest an anti-reflective coat or a scratch coat, a UV coat or color tint, etc. It's easier for the patient to follow a few suggestions at a time.

11. Phrasing is important. Suggest a tint vs. asking if the patient wants one. Recommend a scratch coat vs. telling the patient they need one.

12. Reassure the patient that their choice looks FANTASTIC, DY-NAMITE, WONDERFUL, etc. (Choose your favorite unique description.) Do this especially when your patient goes for a different look. Remember, it's what your patient likes, and not you.

13. Phrase the cost such as "...and it's only \$60 for the frame..." Know your patient. Two-hundred

to one patient may seem like twenty to another.

14. Sell the "sizzle in the steak." Concentrate on conceptual selling. For example, this burger, fries, and coke are \$3, but this juicy, hot burger with crispy french fried potatoes and ice cold coke are \$5. the second meal *must* be better and worth more because it *sounds* better.

15. Don't be afraid to say "this isn't for everyone." Let the patient make the final decision.

16. Notice the PD of your patient early on. Don't hesitate to let your patient know their PD is wide, etc. and why there may be an extra charge.

17. Know the extras, add-ons, etc. like the back of your hand. Tell the patient "to really do it up right and give you what you need, I suggest..." or "what's being done nowadays is..."

18. Don't give the patient a breakdown of seven figures — give them the bottom-line cost. They know you're being honest and that way they can decide if they want to spend more or less *before* you write up the receipt.

19. If your patient leaves, ask yourself why. Educate yourself so you know for the next time.

20. If you don't "click" with the patient, get someone else to take over. Remember, you won't be the expert for everyone.

21. Remember to sell to the person making the decision. For example, sell to the Mom for her child (Mom writes the check!)

22. Have clean, well-groomed hands.

23. Always treat a frame like jewelry.

24. Don't be afraid to change stereotyping — not everyone wants carbonyl hornrims. Ask your patient, "Why be a clone?"

25. If your patient can't decide between two frames, offer a percentage off on the second pair TODAY only. Try to make the sale now!

26. Write on the patient's file *everything!* All agreements, understandings, etc. Don't go by word of mouth ever.

27. Keep a "preferred file" so you can contact your loyal patients when you receive 'the newest of the new' styles, etc.

28. Thank-you notes are very important. Don't forget them for referrals, big purchases, loyalty.

29. Name-drop who's wearing what. Keep up on your famous personalities and their eyewear styles. Nothing sells a style like popularity!

A lot of us might be asking "why should I have a dispensary in my practice?" Several key points come to mind. I feel the most important reason is continuity in care — your patient is *your* responsibility from start to finish, even if finish means a pair of throwaway sunglasses (mydriatics for the dispensing set).

Never keep the patient hanging — be there to recommend glasses of a particular style, color, size, etc. Your patients will never feel "cut off."

Secondly, don't ignore the income generated by one's own dispensary. Ask any private OD, and the percentage of income from dispensing alone is sure to be a big chunk of the gross revenue.

Last, but not least, optometry is the last bastion of providing quality dispensing, whether it be through the optician that we hire in our practice, or the optometrist herself. At the most recent American Academy of Ophthalmology meetings, ophthalmologists were told to expand their practice to "full scope" — patients desire the dispensing aspect of eye care, and now we have even more competition with ophthalmologists. When the big guys in ophthalmology give the ok for dispensing in their profession, why to dispense should be clearly staring us in the face. Hopefully we can fulfill the patient's wishes and gain from it at the same time. And when you ask yourself why optometry is better at dispensing, remember we had Ophthalmic Optics, and they didn't (thanks, Dr. Brown!).

National Board Issues

by Joe Pizzimenti

In April of 1987, the Basic Science and Clinical Science portions of the "new" National Board Exams were administered for the first time. Their revised content outlines were designed to properly reflect the current practice of optometry.

The National Boards will eventually include a third part entitled "Optometric Patient Care." Here, a patient case will be simulated and the student will construct a patient examination, diagnosis, and management. Part III's first administration is scheduled for 1990. The pilot exam will be given this April.

The "Treatment and Management of Ocular Disease" (TMOD) exam is offered annually by the International Association of Boards of Examiners in Optometry (IAB). Fifteen states already require this exam, and thirty more highly recommend it. With therapeutics on the horizon, the TMOD is envisioned as an essential by state licensing boards.

National failure rates for the Spring administrations of NBEO and IAB exams from the past two years are given in Table 1. A

significant reduction in failure rate for the Basic Science portion occurred between 1987 and 1988.

Due to poor test results, the NBEO formed a task-force to evaluate the April, 1987 Basic Science Exam. Possible causes of poor performance included:

- 1) Insufficient/Inadequate student preparation, i.e. Students did not complete entire content outlines while studying.
- 2) Many questions were phrased in the negative, i.e. "Which of the following are not..." and this caused some confusion.
- 3) Students needed to adapt to a new content outline and testing format.

The task-force also concluded that the randomization of questions (as opposed to testing in subject sections) had no effect on score results.

The National Board now prepares for a new era, one in which many issues must be faced. Are

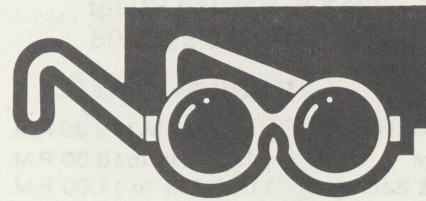
students being over-tested? After Basic Science, Clinical Science, a probable Part III, and TMODs, we still have state boards to deal with. Do we really need an NBEO Part III? Instead of adding another exam, perhaps more case scenarios can be included in the Clinical Science part. This would produce a more integrated test of our clinical judgment.

Will there ever be uniformity with respect to requirements for state boards, or will states continue to only accept NBEO scores from certain subject sections? Will NBEO ultimately certify optometric specialties with a series of exams for contact lenses, low vision, pediatrics, geriatrics, and vision training?

The governing bodies of our profession must answer all of these questions and more. Hopefully, they will do so with the idea of simplicity in mind.

TABLE 1. Failure Rates for NBEOs & IABs

| | Basic | Clinical | TMOD (IAB) |
|-------------|-------|----------|------------|
| Spring 1987 | 45.5% | 9.8% | 12.5% |
| Spring 1988 | 27.4% | 9.5% | 10.1% |



THE CONTROVERSIAL PAGE

Dear Editor,
On Wednesday, February 22, my car was damaged while parked in ICO's garage. It is a white 1988 Chevy Cavalier that was hit on the rear quarter panel of the driver's side. The amount of damage was \$768.13.

The reason I'm writing this letter is to let the person who hit my car know that he/she is not worthy of being a part of this institution. Anyone who damages another person's property and does not take the responsibility for their action is not a mature, ethical person. I understand that each of us is under financial constraints, but acknowledging this accident with a note and a willingness to work the finances out would have been the most appropriate action. I hope this person realizes the kind of distress that was caused. I also hope they have realized that their character is lacking the basic fundamental qualities most of us

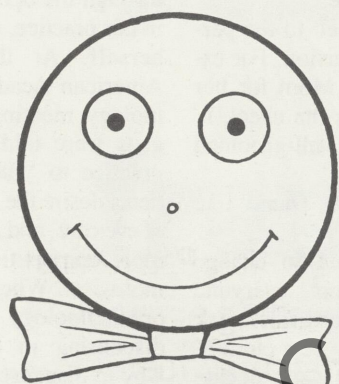
attain while still in grade school. However, it is not too late to come forward in case your conscience has been troubling you.

Thank you,
Peg Mack

I think this letter is self-explanatory. When I heard about this travesty, I couldn't believe it could happen here. Anywhere else you could assume some Joe on the street would do something like this — but not one of us. I mean, we are students in a professional school — learning professional skills and attitudes and operating in a professional manner. Would YOU like to go to an unprofessional physician, dentist, etc.? I should think not. How would you feel about your family doctor getting away with a "hit and run" (with or without personal injury)? Doesn't it make you wonder what else they are getting away with?

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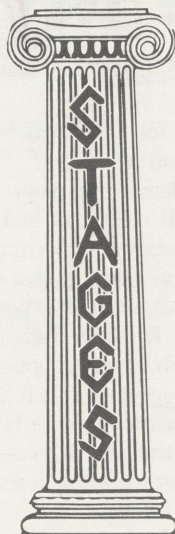
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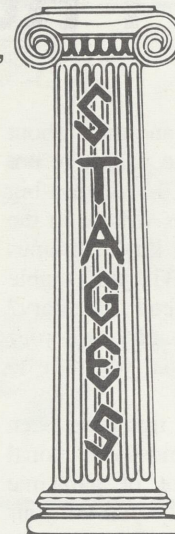
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The Joy of Life and This Monday Quiz Thing

by Rob Kashin

Life, as in the joy of, reaches its plateau for some by doing the things they enjoy. Take the Chinese communist radical, smiling a frothy smile at the fact that his actions have caused the withdrawal of many fruits from the markets of the free world countries. On the other hand, take for example the stand-up comedian who loves making people laugh, knowing that he has successfully communicated his humor to the audience. Here at ICO the joy of life to the student is evident on every smiling face throughout the weekend. "Smiling face," you ponder, "is this guy nuts?" (No, just a little cynical.) If you are like most students here — fourth years excluded (you lucky dogs!) — weekends are not made for Michelob; not for seeing friends or lovers; not for taking part in ritual weekend pub crawls or even matinee shows at the theater. Nope, weekends are made for, dare I say, the 'S' word. That nasty verb! You hate it so much that the mere thought makes you trope. So, weekends are made for hermitizing.

Now, can't you see the irony of this situation? The explanation goes like this: Most practicing ODs stress that good communication with people makes for a successful optometrist. But this is not idle chatter. No way! The understanding of the people in your community, their concerns and thoughts, along with an ability to

express your own thoughts will probably make you a more understanding optometrist. Of course, you must be able to assess the ocular health, refractive status, and oculomotor problems of your patients — which is learned through lots of practice.

Practice, practice, practice. The way we acquire our skills. Now, getting back to the issue at hand — the irony. Here we are on weekends, basically shut-ins, thriving on pizzas, Bridgeport cuisine, or various microwavable delights, when there is a whole city of 10 million or so enjoying their weekends. They put in their time during the week and let out steam on the weekend by getting together with their friends or family or going out and meeting people. Just think about those special people you could've met who might have changed your life, but didn't because your head was buried in optometry. Not that it's

a bad thing to study, rather it's joyless.

I suppose for most, the happiness, glee, pride, or whatever comes in achieving a decent grade on those MMQs (Monday Morning Quizzes). But is that the essence of one's existence? Should it be? Some might argue that we are PITs (Professionals in Training) and PITs should be devoted and headstrong about their work — especially in learning and training techniques they will use the rest of their career. So the obvious question arises: If life is a bowl of cherries, how come I'm stuck with the PITs?

So here we are practicing, memorizing, and understanding optometry without looking up and seeing what's out there. Practice in the social graces would help put all this learning into perspective, as well as providing a meaning to life outside ICO. Us week-

(Continued on page 4)

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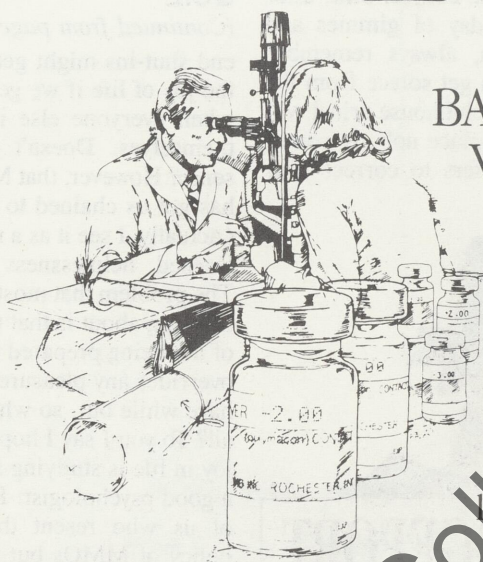
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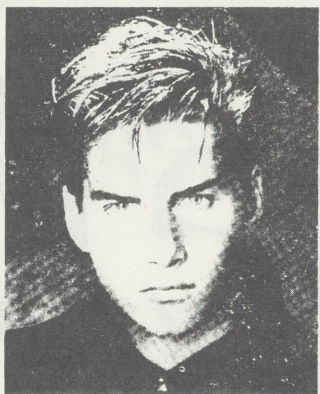


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It's Not How You Play It, But How You Say It

by Jesse Mantel

For all you hackers out there, sit back, relax with your favorite beverage, and try to picture the following scenario. Oak Brook Country Club is the place; it is late afternoon and the temperature has reached a sultry eighty-two degrees. Physically exhausted from a long day of divots and mulligans, you can only hold your breath in hope that your favorite fluorescent pinnacle has not reached the beach alongside the narrow green. Recreating the approach shot to the flag, you remember slicing behind your ball just enough to clear a row of well-groomed pines and catch the wind on its way dog-leg right to the pin. Could it be, your first par of the season?

I have often wondered why many of us put ourselves through such humiliation pretending to enjoy roaming the links. If given a

mere ten seconds, the typical duffer can come up with at least a dozen more fulfilling activities we future doctors might explore to occupy those lazy Wednesday afternoons. To cruise the fairways reciting every imaginable four-letter word is not my idea of a relaxing day off, and I am not referring to such expletives as form, hook and dunk, the latter of which has nothing to do with slamming a doughnut into a cup of coffee.

Maybe the real reason the novice golfer thrives on the frustration of being trapped in a bunker or drowned in the drink stems from the myriad of jargon tossed around so liberally during an eighteen hole outing. Take for example the word "gimme," which to the recreational player refers to a six inch putt only deserving to be holed with an unchalked cue

stick. But to all you Golden Bears out there, a gimme is a putt so short and inconsequential that it will most likely never be conceded. And how about the phrase "near miss"? From my perspective, this usually refers to the best shot of my life. When the Great White Shark settles for a near miss, he casually describes a ball shanked out of bounds which proceeds to ricochet off his caddy's moped, roll into a sewage gutter, to be finally retrieved by a near-sighted crow who then flies over the green and drops it within three inches of the cup. Aussie luck, no doubt! Lastly, I have often pondered where the terms birdie, eagle and bogey originated. Don't you think a name like robin or sparrow is more descriptive than simply birdie? Obviously it does not rank up there with golf's most incredible feat, which just happens to be named after America's most sacred fowl; but even the guy who came up with the classic polyester twills was more creative. As for bogey, I always thought his backswing was limited to the set of *Casablanca*.

In all honesty, the language of golf just happens to be the sport's most appealing feature. Where else can you drive a fairway, address a fried egg, explode out of a sand trap, nail a Texas wedge and sip a shaken martini at the nineteenth hole? So what if you "take the pipe," meaning collapse under tension at a critical stage of friendly competition — unfortunately, most of us hackers are affected by this condition while

Food and Drink

by Wayne Huebener and Tom Hanseler

As promised, this issue's column concentrates on University of Illinois at Chicago area bars. But first, as you all know, Joey's has closed down again. While some say this was due to a less than favorable review in this column, we feel it was only a matter of time and that soon enough it will reopen under new mismanagement. Until then it seems that Studio 31 will have to do. Recently discovered by ICO students at 31st and Emerald, Studio 31 offers a fine buffet on Wednesday nights. Check it out and see for yourself. You may even run into Greg "the King" Artim. Have a good time, but if you hit on the Bridgepit babes there, you'll have to pay the fiddler. Right, Wes?

The 10th Street Sports Bar and Grill is at 1400 West Traylor. This is a new UIC student hangout, which has drink specials every

evening. Monday promises quarter beers and 2 for 1 well drinks for anyone with a medical school (or ICO) ID card. However, when we showed up one Monday, the place was wall to wall people, beers cost 75 cents, and the bartender did not know anything about quarter draws. Come to think of it, he didn't seem to know anything about anything. We think that this was a one-time malfunction and that 10th Street would be a good place to drown the post-quiz blues cheaply and efficiently. Thursday and Friday boast a free buffet from 5:30 to 7:30 with 50 cent drafts.

Wednesdays, as many have heard, is the big night at 10th Street. It's Ladies Night and chicks drink free from 8:30 till 10 p.m. Babes also get a shot at winning \$100, assuming they drink enough by 10 p.m. You'll have to show up to learn details about the contest, but bring a T-shirt.

The food is good and the bar has atmosphere. Also you can usually get the bartender to turn the game on the TV.

Across the street you'll find the Stillery. A small bar with lots of darts, but not much else going for it.

One block west is the Hawkeye

driving to the course. Still, after an endless day of gimmers and near misses, always remember that you can get solace from the fact that the clubhouse urinal will be the only place nobody comes over and offers to correct your stance.



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Just down the street from the HB&G is Movers and Shakers, the remodeling Dilligaf's which just recently reopened. This is a very clean bar which is trying to appeal to an upscale crowd. It would be a good place to take your best babe, if you don't mind dropping some coin. However, Movers and Shakers did neither move nor shake us.

All these bars are within 3 blocks of each other along Taylor and deserve a look sometime.

Since this may be our last column, we need to put in a word for Blackie's at Polk and Clark. Its got popcorn, a great jukebox, Sammy the bartender, and Hank the hat sitting by the door. It's crowded for happiness hours but clears out later on. We can't pinpoint why, but we usually have a good time there. Hell, why not? We're fun guys.

QUIZ

(Continued from page 2)

end shut-ins might get a clue on the joy of life if we get out there when everyone else is enjoying themselves. Doesn't that make sense? However, that MMQ thing has got us chained to our desks. (Actually, I see it as a response to learned helplessness training.) The problem that most of you are thinking about is that the anxiety of not being prepared for MMQs overrides any pleasure one might have while out, so why go out at all? To you I say I hope that your joy in life is studying and I know a good psychologist. For the rest of us who resent the school's policy of MMQs but understand that they help us keep up on our material, at least try to get out there and meet people. Do the things that you enjoy when the urge arises . . . but don't be a radical Chilean communist about the whole thing!

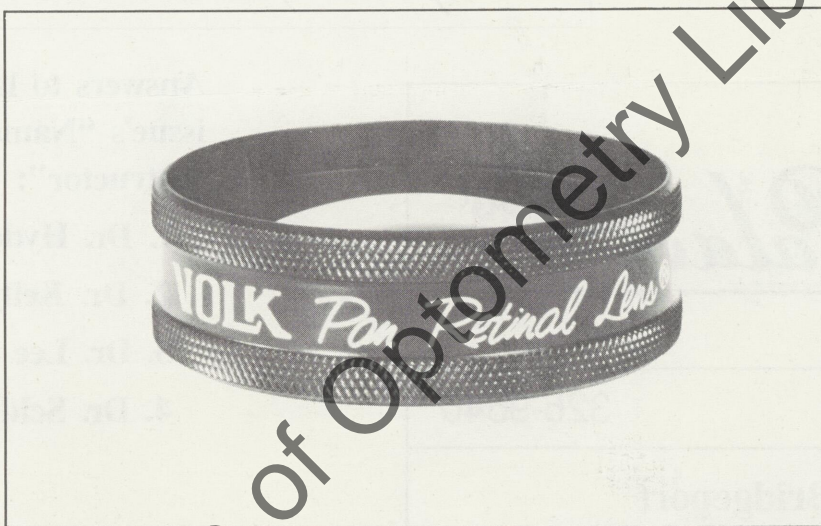
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A Day In The Life

by Yvonne Kwapis

My life began at a factory
Not terribly long ago
Wondering where my destiny
Would direct me forth to go.

Those final days before I left
I remember them so well...
With completed instructions,
fragilely sent
I'm an ophthalmoscope I thought
— How swell!

An ophthalmoscope so they say,
Not knowing what that meant
I knew I'd show them someday
My reasons for being sent.

The next few months seemed ever
so long
Conventions and conferences kept
us busy
I knew I needed to belong...
To become someone's property.

So where did I end up you ask?
In the hands of an ICO student.
Every day is an exciting task,
Even though they're not very
prudent.

In the second year we learned
how
To locate the ocular fundus
The macula, disc and blood
vessels, wow!
There wasn't a pro among us.

When I'm used to view the
posterior pole,
A C/D of 4 . . . that's fair.
I want them to realize how
important my role,
Diagnosing disease and
promoting eyecare.

Come rain or come shine,
Hand in hand we will stand.
The clinician — a friend of
mine...
Until I'm replaced by a BIO —
What a sad thought in my
mind.

Answers to last issue's "Name that Instructor":

1. Dr. Hyde
2. Dr. Kelly
3. Dr. Lee
4. Dr. Schlange



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